## REMARKS

This is in response to the Official letter dated April 15, 2008. Claims 1 to 59 are pending in the application.

On behalf of the Applicant, the Examiner is thanked for the thorough review of the subject application.

As indicated above and shown on the enclosed replacement sheets, Figures 1 to 4 have again been amended to address the Examiner's objection. It is submitted that the replacement drawings meet the requirements of 37 CFR 1.121(d). If the Examiner is of the opinion that there are remaining deficiencies with the drawings, it is requested that those deficiencies be specifically identified.

As indicated above, independent claims 10 and 30 have been amended to better define and clarify the present invention according to an embodiment. In addition, new claims 53 to 59 have been added defining another embodiment according to the present invention.

Claims 30-34, 36, 38, 43 and 45-48 were rejected as allegedly being anticipated by US Patent Publication No. US 2004/0073538 A1 to Leishman et al. (hereinafter "Leishman"). The Examiner contends that Leishman discloses each and every element as defined by these claims.

The Examiner's comments have been carefully considered. However, it is respectfully submitted that the invention as defined by independent claims 30 and 38 is not anticipated by Leishman. The system and method disclosed and taught by Leishman is directed to an Internet based search platform comprising a search interface 10 (Fig. 1), a map interface 12 (Fig. 1), a results table interface 14 (Fig. 1), and a selection tool 16 (Fig. 1) for selecting a search area. As stated in paragraph [0018], Leishman is directed to solving the problem of requiring specific postal code or other positional information in order to conduct a search for local content, stated as follows:

> [0018] The invention removes the barriers to finding local content quickly and easily. The invention solves the problem of requiring specific postal code or other positional information in order to conduct a search for local content by providing simple 'point and click' entry to begin a search anywhere in the world. The invention provides scalability and reliability, delivering comprehensive, targeted and customizable geo-coded local content, based on a user's actual or preferred location anywhere in the World, to any wired or wireless Internet device. [Emphasis Added]

To this end, Leishman discloses and teaches a graphical user interface or GUI based system as depicted in Fig. 3 for selecting a location to begin a search. According to Leishman, the map interface 12 provides a graphical user interface, for example, using a "point and click" entry, to begin a search anywhere in the world, without the need for the user to provide a specific postal code or other positional information. At paragraph [0051], Leishman describes the system as follows:

> [0051] A semi-transparent target (STT) is imbedded within each map to provide a visual reference for the user that graphically outlines the search area the user has selected and provides a visual reference for multiple result points that are automatically positioned on the map, so that the user can easily determine visually their relative distance from the center of the search location as well as their distance from each other. The semi-transparent aspect of the STT enables all of the underlying and overlaying map details to be readily distinguished. The STT records current geo-position for the device or that selected by the user, along with the currently selected or determined search range, dynamically feeding this data to other software objects. [Emphasis Added]

The present invention as defined independent claims 1, 10, 30 and 38 is not limited to such an embodiment. According to another embodiment, the present invention comprises a system for automated directory assistance as defined by new claims 53 to 59.

Independent claim 30 is directed to a method for generating business information for a customer.

The Examiner alleges that paragraph [0016] of Leishman discloses the limitations recited in clause (a) of claim 30. In paragraph [0016] Leishman provides the following teaching:

> [0016] The present invention is directed to an information retrieval system and method employing spatially selective features. The system includes a search interface, a map

> interface, a results table interface, and a selection tool for selecting a search area. The method includes the steps of providing a search interface, providing a map interface, providing a results table interface, and providing a selection tool for selecting a search area.

With all due respect, the passage relied on by the Examiner fails to teach the limitations of "business categories" and a "logic processing unit" configured to assign each business to business category. Furthermore and as described above, the "selection tool" disclosed by Leishman comprises a GUI based map.

The Examiner alleges that paragraphs [0040] and [0036] of Leishman discloses the limitations recited in clause (b) of claim 30. With all due respect, the passages relied on by the Examiner fail to teach the recited limitations of a "business category" and a "search request comprising a data, voice or messaging format request".

The Examiner alleges that paragraph [0032] of Leishman discloses the limitations recited in clause (c) of claim 30. In paragraph [0032] Leishman provides the following teaching:

> [0032] The invention includes an ability to create maps based on a given longitude/latitude or a city, Zip code, state, or country. Search results are provided in tabular format with a linked map, along with a platform to allow users to add information to a geo-referenced database. All information within the application's database should be tied to a precise longitude and latitude and can be displayed on a variety of scaled, electronic maps over the Internet.

The passage relied on by Examiner is concerned with the map interface 12, and as taught by Leishman the map interface 10 is not responsive to "a search request comprising a data, voice or messaging format request" that is converted into a digital signal representation. Leishman teaches a GUI based system that is responsive to a 'point and click' input. In view of these differences, it is submitted that Leishman does not meet the limitations of clause (c) of claim 30.

The Examiner alleges that paragraphs [0040] and [0066] of Leishman discloses the limitations recited in clause (d) of claim 30. With all due respect, the passages relied on by the Examiner fail to teach the recited limitation of a "business category".

The Examiner rejected independent method claim 38 relying on the same passages of Leishman. For the same reasons as discussed above, it is submitted that claim 38 Leishman does not meet each and every limitation as recited in claim 38.

In view of the differences and deficiencies of Leishman, it is submitted that Leishman does not disclose or teach each and every element as defined by independent claims 30 and 38, and therefore the claims are not anticipated. Since remaining claims 31-34, 36, 43, 45-48 depend either directly, or indirectly, from claim 30 or 38, it is submitted that these claims are also not anticipated by Leishman for the same reasons. It is further submitted that the deficiencies of Leishman are not remedied by Ford, Soulanille, Hagen or Case. It is respectfully requested that the Examiner's rejection be withdrawn.

In the Office Action at page 10, the Examiner rejected independent system claims 1 and 10 as being anticipated by Leishman for the same reasons as claims 30 and 38. For the reasons as discussed above, it is submitted that Leishman does not disclose or teach each and every element as defined by independent claims 1 and 10, and therefore the claims are not anticipated. With respect to the cited reference Ford, it is submitted that Ford does not remedy the deficiencies of Leishman. Since remaining claims 2-10 and 11-29 depend either directly, or indirectly, from claim 1 or 10, it is submitted that these claims are also not anticipated by Leishman and/or obvious for same reasons. It is respectfully requested that the Examiner's rejection be withdrawn.

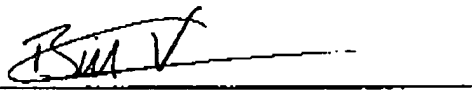
It is respectfully submitted that the present amendments and remarks represent a complete response to all outstanding issues.

In view of the foregoing, it is submitted that the subject application is in condition for allowance and favorable reconsideration is respectfully requested. If it is believed that a telephone interview would expedite successful prosecution of the present application, the

Examiner is invited to telephone, collect if necessary, the Applicant's representative Bill Vass at (416) 777-7490.

Respectfully submitted,

**SIMPSON, Todd Garrett**



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October 15, 2008
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